

INTRODUCTION TO ANALYTICS

Part 1



OBJECTIVE SLIDE

After completing this course, you will be able to:



- Understand what is analytics and the difference between analysis and analytics
- Know the popular tools used in analytics
- Understand the role of a data scientist
- Know the processes involved in analytics
- Define a problem statement
- Collect and summarize data
- Detect and treat outliers in the data

ANALYTICS VERSUS ANALYSIS

Analytics

Analytics is the science of analysis whereby statistics, data mining, computer technology, etc. is used in doing analysis

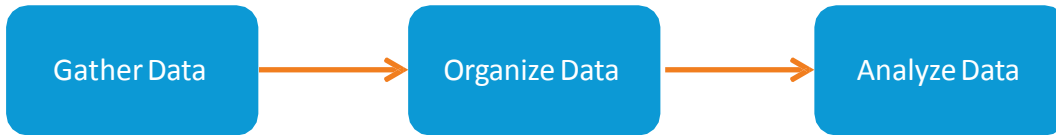
Analysis

Analysis is the process of breaking down a complex object into its simpler forms

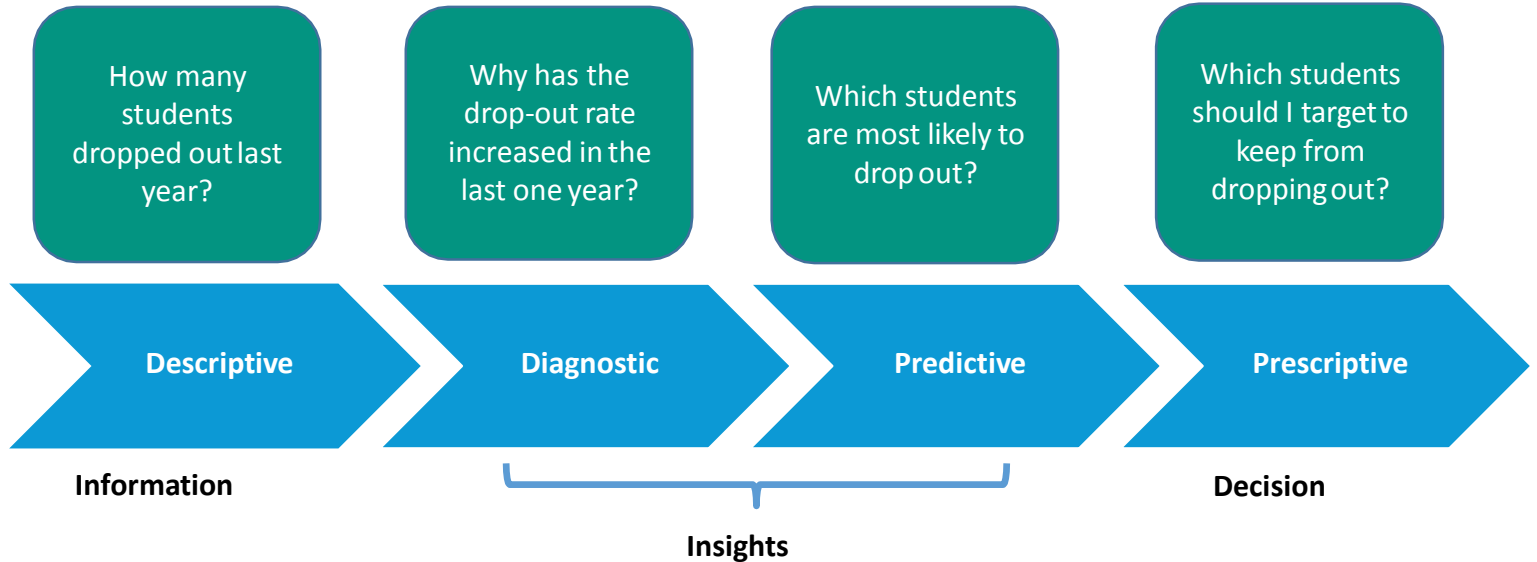
WHAT IS ANALYTICS?

- It's the science of wisely acquiring meaningful results from given data using various methods and technologies.
- Aims at discovering pattern of variation from the given data.
- It helps to understand the future from past data and the uncertainty related to business.
- It's a sophisticated process that uses statistics, mathematics and economics models to predict the future and prescribe strategies.

How analytics works



ANALYTICS STAGES



POPULAR TOOLS

R

Revolution R

R Studio

Tableau

SAP HANA

Weka

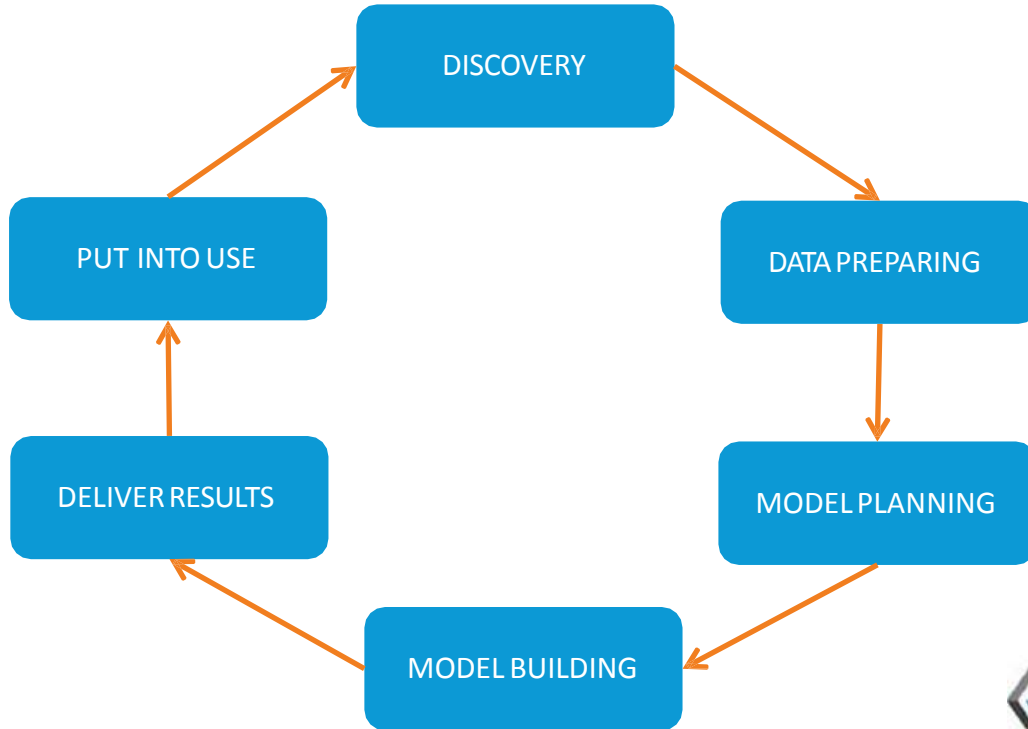
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ROLE OF A DATA SCIENTIST

- Inquisitive, can stare at data and spot trends.
- Come out with unrevealed stories hidden in data that helps in creating more useful insights and help solving business problems.
- Work in sync with application developer to get relevant data for analysis.
- Make an analytical plan in such a way that the results satisfy the business needs.
- Come up with an effective data mining architecture and prepare suitable models.
- Respond to and resolve data mining performance issues.
- Generate reports that are affordable from a business perspective.

DATA ANALYTICS METHODOLOGY



PROBLEM DEFINITION

WHAT IS THE PROBLEM?

WHAT IS IT NOT ?

WE HAVE THIS PROBLEM BECAUSE?

WE DON'T HAVE A SOLUTION BECAUSE?



Next Part We will Publish Soon.

Thank You

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